

INTERNATIONAL MARKET DEVELOPMENT GRANT PROGRAM

Funding Provided by the U.S. Small Business Administration – State Trade and Export
Promotion Grant Program (STEP)

FY2012 Guidelines



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INTERNATIONAL MARKET DEVELOPMENT GRANT PROGRAM

THE PROGRAM:

The Departments of Commerce and Agriculture goal is to assist Kansas companies to secure and expand their sales in the international marketplace. The International Market Development Grant Program (IMDGP) provides assistance for international market research, international promotion of Kansas products, international marketing projects, and international sales development.

PROGRAM INTENT:

“To enhance the ability of export-ready Kansas companies to greatly expand their export sales and marketing programs.” The expected outcome of this program is to create sales and marketing opportunities for Kansas companies, farms and ranches, which will enable them to expand their employment opportunities; save existing jobs; enhance capital investment opportunities in their Kansas based company infrastructure, thereby creating a stronger tax base.

AVAILABLE FUNDS:

The Kansas Departments of Commerce and Agriculture through the US Small Business Administration, Office of International Trade, STEP Grant Program will make available a maximum of \$505,000 for development of projects. These funds will be available in an open round competition and will be awarded on a first come first serve basis, provided the company (applicant) has been deemed qualified as an export ready company by the STEP Review Committee. The project must be started in 30 business days from grant award and be completed by September 1, 2012. Funds allocated to the Applicant will be reimbursable within 30 business days after required reports and/or receipts have been received from the Applicant by the STEP Director.

ELIGIBILITY:

Any Kansas small business, farm or ranch (under SBA guidelines for company size) that has established that it is export-ready and has a product or service that originates in Kansas or whose products receive substantial value added processing in Kansas.

MATCH REQUIREMENT:

All applications will be competitive in nature and will require a minimum 25% cash match of private to IMDGP funds. Exceptions to the cash match requirement may be made at the STEP Review Committee's discretion and upon review of specifically requested documentation. Non-cash match is not allowable. Additional consideration will be given to applicants providing more than the minimum match requirements.

ELIGIBLE USE OF FUNDS:

Any project and/or activity that creates opportunities for export-ready companies is eligible for funding. They can include, but are not limited to:

- International market research;
- International promotion of products/services;
- International marketing projects and;
- International sales development.

PROJECTS:

Projects may be submitted with a minimum request of \$2,500 and a maximum request of \$20,000. Actual project awards may be less than the requested amount. Funded projects will have 30 business days to begin and must be completed by September 1, 2012. The Kansas Departments of Commerce and Agriculture will have the final decision of funding a submitted project or projects. Projects must be completed as proposed. Reporting documents on the progress and outcome of the project will be required and reimbursement will occur within 30 business days after the STEP Director has received the appropriate reports and/or receipts.

GUIDELINES FOR GRANTS:

The International Market Development Grant Program provides Kansas export-ready companies, farms and ranches with an opportunity to apply for \$2,500 to \$20,000 per grant round for appropriate projects. The Kansas company/farm/ranch will be responsible for submitting the application; assuring that the projects are started and completed in a timely manner; keep appropriate records; and submit the required reporting documentation and receipts.

FUND DISBURSEMENT:

Once the project has been approved, the funds are encumbered and held until the grantee has completed all documentation and reports. If the project is less than estimated in the application or if the project is not completed, the remaining funds will be retained by Commerce. If for some reason the project is not started or completed within the allotted time frame, Commerce will retain all monies encumbered. All projects must have a minimum 25% cash match from the Kansas company/business except where otherwise determined by the STEP Review Committee.

FUND AVAILABILITY:

If applications are funded, work must begin within 30 business days and be completed by September 1, 2012. The State reserves the right to cancel this agreement in the event of failure to comply with the outlined schedule or if unauthorized changes are made to the project. Given the number of applications and limited funding, the program reserves the right to only partially fund application requests and contract amendments.

INELIGIBLE USE OF FUNDS:

For projects:

1. Projects that do not meet the minimum private funding match.
2. Use of STEP monies towards grant administration fees.
3. Any project that does not directly lead to capital investment, job creation or retention, or creating a stronger tax base.
4. Any training expenditures, salaries, or wages for existing or newly created jobs.
5. Any licensing, insurance, taxes or other expenses considered to be a cost of doing business.
6. Creation of general marketing and promotional brochures.
7. Any project not having any ties to international sales efforts.

SELECTION CRITERIA:**All proposals must set forth:**

1. Project to be conducted
2. Why the project is needed
3. Estimated amount to be invested in the project
4. Plans for implementation of the project
5. Jobs created or retained
6. All applicable attachments
7. Relationship to, and consistency with, overall business plan
8. Proposed budget
9. Photocopies of bids/estimates used to determine budget
10. Proof of the company's cash match payment

The Departments of Commerce and Agriculture will evaluate all proposals on the following criteria:

1. Magnitude of the need
2. The proposed project has a high likelihood of leading to an export sale prior to September 30, 2012
3. Company's overall commitment to the international marketplace
4. Company's financial commitment
5. Relationship to and consistency with company's overall business plan
6. The project has long-term impact on the company's growth plans in Kansas
7. Job creation or retention
8. Creates or retains viable business
9. Has potential to have long-term impact on the tax base

APPLICATION AND APPROVAL PROCESS

PLEASE READ ALL INSTRUCTIONS CAREFULLY

The proposed project must be submitted on the FY2012 application form (or same format) provided by the Kansas Departments of Commerce and Agriculture during the application period.

Applications are accepted on a first come first serve basis.

Announcement of award will occur approximately one month following the submittal of the application.

The project guidelines and application can be found on the Agency's websites at www.kansascommerce.com/trade, www.ksda.gov/marketing or can be e-mailed to you. For non-agricultural projects please contact:

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For agricultural projects please contact:

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E-mail: jj.jones@kda.ks.gov
www.ksda.gov/marketing

- **Faxed or handwritten applications will not be accepted.**
- **Late or incomplete applications will not be accepted.**
- **The original copy must have original signatures**

A COMPLETE APPLICATION CONSISTS OF THE ORIGINAL WITH ORIGINAL ATTACHMENTS AND ONE COPY OF THE APPLICATION FORM WITH ATTACHMENTS.

NOTE:

Review of project applications will not start until all required documentation accompanies the Application. In the interest of fairness to all Applicants, all instructions will be enforced. If you have a question regarding these instructions, please seek technical assistance from Commerce or Agriculture staff prior to submitting the application.

All questions are to be answered completely. You may use the back of each page if additional space is required; if computer generating the application, simply continue the response to its completion. The contents of the application can be reproduced as needed. Applications may be punched or stapled. Do not use three-ring binders or large folders as covers. All information will be kept confidential. Applicants and attachments can be completed and filed electronically.